

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Due Date: \_\_\_\_\_

## Sports Marketing Sponsorship Project Sponsorship Proposal Worksheet

In the area provided and following the listed guidelines develop a sponsorship proposal. The criteria and areas to be developed are listed below. Be sure to use detail and creativity in your planning and to provide a reasonable Return On Investment for your sponsor.

Event or Entity to be sponsored: \_\_\_\_\_

Corporate Entity or Sponsor: \_\_\_\_\_

### ☛ Event Receipts/Inventory

- A. Cash Value and Terms: \$ \_\_\_\_\_ for \_\_\_\_\_ Years
  - 1. Initial Payment: \$ \_\_\_\_\_ + \$ \_\_\_\_\_ Yearly
- B. Services provided for Event by sponsor:
  - 1.
  - 2.
- C. Merchandise provided for Event by sponsor:
  - 1.
  - 2.
- D. Negotiated items included in the sponsorship agreement (3 Minimum!)
  - 1.
  - 2.
  - 3.

### ☛ Sponsor Receipts/Inventory

- A. Exposure at event: List Five (5) promotional means/methods:
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
- B. Publicity associated with sponsor by the event:
  - 1.
  - 2.
- C. Sales Opportunities for Sponsor with/in conjunction with the event (R.O.I.)
  - 1.
  - 2.
- D. Specific Target Marketing Opportunities for Sponsor through the event:
  - 1.
  - 2.
  - 3.
- E. Negotiated items included in the sponsorship agreement (3 Minimum!)
  - 1.
  - 2.

